



c/m: 4-16-98

*L. E. MacWilliams*

Region Operations Manager  
Buffalo #1600

April 16, 1998

TO: BUFFALO REGION SALES REPS

RE: 3RD QUARTER WORKPLAN

Ladies & Gentlemen:

Enclosed for your review is detailed information relative to July promotions. Please note the following key points:

- ♦ **Stub process will be implemented beginning with the Winston \$1off 2 Packs promotion in July!** The stub "worksheets" will be available during the week of 4/20/98. The ROU will send out worksheets for your review. You will also receive a separate report which will highlight any accounts which have had changes made to the stub (by you). The turn-around time will be quick! **Please review your stubs upon receipt and send them back ASAP.** Further details will follow along with the mailing of your stubs.
- ♦ *All SR's responsible for Direct Accounts must ensure their customers are supplied with a copy of the enclosed Wholesale Partners 1998 MSA Reporting Descriptions.*
- ♦ *Sarah Rush will be in contact with you relative to details on DPC.*
- ♦ *Judy Campbell will send July Promotional Calendar after all details are secured.*

**Please ensure this information is treated as "CONFIDENTIAL".**

Contact your manager or myself if you have questions.

Good Selling!,

*Lori MacWilliams*

cc: W. Roth (cover only)  
F. Natale (cover only)  
KAM's  
AM's  
DM's  
RM's  
S. Rush  
J. Campbell

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